A number of things to point out here. I think alot of people here do not understand how TPMS will be helpful. A tire pressure gauge will only help you if your car is parked. It will not detect tire temp or tire pressure while moving. Heat is a major cause of tire blowouts. Also with many tires found on cars and trucks today it is hard to tell if a tire is low just by looking at it. Which alot of people do. I feel the general public needs more info on TPMS and the benifits. Look at how airbags have evolved in cars. It has saved lives. Now they are making side impact ect...\$70 to \$100 is not a large expense for a new car to have this feature. In addition to the cost you could save over that amount in fuel economy savings. I urge everyone to do more studying on TPMS before you say they government is out of control. The only thing that is out of contol is the next tire blowout and the possible accident it may cause. And just think the \$70 dollars are nothing compaired to losing a family member or friend.